



Euromonitor  
International

# Staple Foods in Slovenia

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## Staple Foods in Slovenia

### EXECUTIVE SUMMARY

Stable goods shows resilience despite consumer price consciousness

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Staple foods shows continued growth in 2025

Private label continues to gain ground

Shift towards local sourcing amid sustainability concerns

### WHAT'S NEXT?

Premiumisation to drive gradual growth but consumers will remain price sensitive

Lifestyle trends will shape future strategies

Distribution channels will continue to evolve

### COMPETITIVE LANDSCAPE

KRAS maintains leadership through heritage and innovation

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Innovation is central to growth

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Focus on premium, nutritious, and locally-sourced goods

Frozen baked goods leads growth

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Innovation will drive steady growth

Health and wellness to shape future of baked goods

Sustainability trend will grow in prominence

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Health-focused innovation drives growth

Muesli and granola leads growth

## WHAT'S NEXT?

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Health and wellness considerations will drive product innovation

Ethical awareness to fuel new offerings

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#### WHAT'S NEXT?

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Health and wellness-focused innovation drives growth

### INDUSTRY PERFORMANCE

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Plant-based substitutes lead growth

### WHAT'S NEXT?

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Health and wellness trends will drive innovation

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[Rice, Pasta and Noodles in Slovenia](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Pasta remains key growth driver

### INDUSTRY PERFORMANCE

Steady flow of innovation and private label expansion fuel pasta sales

Noodles leads growth

### WHAT'S NEXT?

Steady growth ahead, driven by health, convenience, and private label

Health and wellness trends will bring momentum to mature category

Further growth for e-commerce as cyber security improves

## COMPETITIVE LANDSCAPE

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E-commerce continues to gain traction

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/staple-foods-in-slovenia/report](https://www.euromonitor.com/staple-foods-in-slovenia/report).